



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Message Media
100 Albany Street
New Brunswick, NJ 08091

Contract # 336867

Schedule Dates 10/16/12-10/22/12
Advertiser Pol/M Smith/D/OTM/PA (16939)
Agency Message Media (5658)
Product Political - State Candidate (1071)
Brand POL/M SMITH/D/OTM/PA (137373)
Salesperson TeleRep/Washington DC, Washington DC (1040)
Sales Office TeleRep/Washington DC
Buyer Name /
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments MATT SMITH 10/16
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** FRIENDS OF MATT SMITH

Date Entered 10/15/12
Last Modified 10/15/12
Entered By Jennifer Stewart
CO-OP No
Headline # 06374206
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,732.50
Net Total \$26,817.50
Sales Tax

Pittsburgh (WPXI)		
By Broadcast Month	Spots	Rate
Oct. 2012	57	\$31,550.00
Grand Total:	57	\$31,550.00

OK

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/16/12-10/19/12	5	:30	5:29A- Channel 11 News 530am	1	1	1	1	1				4	\$400.00	\$1,600.00	Pittsburgh (WPXI)	NEWS 530-6A/1	10/15/12
2.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	5:29A- Channel 11 News 530am	1								1	\$400.00	\$400.00	Pittsburgh (WPXI)	NEWS 530-6A/2	10/15/12
3.0	Normal Line / Spot	10/16/12-10/19/12	5	:30	5:58A- Channel 11 News 6am	1	1	1	1	1				4	\$575.00	\$2,300.00	Pittsburgh (WPXI)	NEWS 6-7A/3	10/15/12
4.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	5:58A- Channel 11 News 6am	1								1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 6-7A/4	10/15/12
5.0	Normal Line / Spot	10/16/12-10/19/12	5	:30	7A- 8A (EST)	6		X	X	X	X			6	\$475.00	\$2,850.00	Pittsburgh (WPXI)	TODAY 7-8A/5	10/15/12
6.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	7A- 8A (EST)	2								2	\$475.00	\$950.00	Pittsburgh (WPXI)	TODAY 7-8A/6	10/15/12
7.0	Normal Line / Spot	10/16/12-10/19/12	5	:30	8A- 9A (EST)	1	1	1	1	1				4	\$425.00	\$1,700.00	Pittsburgh (WPXI)	TODAY 8-9A/7	10/15/12
8.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	8A- 9A (EST)	1								1	\$425.00	\$425.00	Pittsburgh (WPXI)	TODAY 8-9A/8	10/15/12
9.0	Normal Line / Spot	10/16/12-10/19/12	5	:30	11:59A- Channel 11 News At Noon	1	1	1	1	1				4	\$275.00	\$1,100.00	Pittsburgh (WPXI)	NOON NEWS/9	10/15/12
10.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	11:59A- Channel 11 News At Noon	1								1	\$275.00	\$275.00	Pittsburgh (WPXI)	NOON NEWS/10	10/15/12
11.0	Normal Line / Spot	10/16/12-10/19/12	5	:30	5P- 5:30P (EST)	1	1	1	1	1				4	\$575.00	\$2,300.00	Pittsburgh (WPXI)	NEWS 5-530P/11	10/15/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
Accepted-Station: _____ Date: _____
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Agency	Message Media (5658)	Entered By	Jennifer Stewart
Product	Political - State Candidate (1071)	CO-OP	No
Brand	POL/M SMITH/D/OTH/PA (137373)	Headline #	06374206
Salesperson	Teletrap/Washington DC, Washington DC (1040)	Demo	
Sales Office	Teletrap/Washington DC	Order Type	Normal
Buyer Name	/	Package Deal	
Phone/Fax		Commission %	15.00
CPE	N/A	Commission	\$4,732.50
Account Types	National/Political	Net Total	\$26,817.50
Billing Type	Standard	Sales Tax	
Comments	MATT SMITH 10/16 ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** FRIENDS OF MATT SMITH		

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12.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	5P- 5:30P (EST)	1		1						1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 5-530P/12	10/15/12
13.0	Normal Line / Spot	10/16/12-10/19/12	5	:30	5:30P- 6P (EST)	4		1	1	1	1			4	\$600.00	\$2,400.00	Pittsburgh (WPXI)	NEWS 530-6P/13	10/15/12
14.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	5:30P- 6P (EST)	1		1						1	\$600.00	\$600.00	Pittsburgh (WPXI)	NEWS 530-6P/14	10/15/12
15.0	Normal Line / Spot	10/16/12-10/19/12	5	:30	5:58P- Channel 11 News At 6pm M-F	5		1	1	1	2			5	\$775.00	\$3,875.00	Pittsburgh (WPXI)	NEWS 6-630P/15	10/15/12
16.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	5:58P- Channel 11 News At 6pm M-F	1		1						1	\$775.00	\$775.00	Pittsburgh (WPXI)	NEWS 6-630P/16	10/15/12
17.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	6A- 8A (EST)	2						2		2	\$250.00	\$500.00	Pittsburgh (WPXI)	NEWS 6-8A/17	10/15/12
18.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	8A- 10:30A (EST)	1						1		1	\$275.00	\$275.00	Pittsburgh (WPXI)	SAT NEWS 8-1030A/18	10/15/12
19.0	Normal Line / Spot	10/21/12-10/21/12	5	:30	5:30A- 8A (EST)	1						1		1	\$250.00	\$250.00	Pittsburgh (WPXI)	NEWS 530A-8A/19	10/15/12
20.0	Normal Line / Spot	10/21/12-10/21/12	5	:30	8A- 10A (EST)	1						1		1	\$275.00	\$275.00	Pittsburgh (WPXI)	NEWS 8A-10A/20	10/15/12
21.0	Normal Line / Preempt	10/20/12-10/20/12	5	:30	6P- 6:30P (EST)	1						1		1	\$500.00	\$500.00	Pittsburgh (WPXI)	NA SAT NEWS 6-630P/21	10/15/12
21.0.1	Closed Preempt	10/20/12															Pittsburgh (WPXI)	No Avail/Exception -	
22.0	Normal Line / Spot	10/16/12-10/19/12	5	:30	4:28A- Channel 11 News 430A	1		X	X	X	X			1	\$125.00	\$125.00	Pittsburgh (WPXI)	NEWS 430A-5A/22	10/15/12

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23.0	Normal Line / Preempt	10/21/12-10/21/12	5	:30	6P-7P (EST)								1	1	\$675.00		Pittsburgh (WPXI)	NA DUE TO RATE BLK&GLD ZONE/23	10/15/12
23.0.1	Closed Preempt	10/21/12															Pittsburgh (WPXI)	No Avail/Exception -	
24.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	10:59P-CHANNEL 11 NEWS AT 11P							1		1	\$1,450.00	\$1,450.00	Pittsburgh (WPXI)	LATE NEWS/24	10/15/12
25.0	Normal Line / Spot	10/16/12-10/19/12	5	:30	6:59P- Jeopardy			1	1	1	1			4	\$1,250.00	\$5,000.00	Pittsburgh (WPXI)	JEOP 7-730P/25	10/15/12
26.0	Normal Line / Spot	10/16/12-10/19/12	5	:30	4P- Judge Judy 4p			X	X	X	X			1	\$300.00	\$300.00	Pittsburgh (WPXI)	JUDY 4-430P/26	10/15/12
27.0	M/G For 23.0.1 / Spot	10/20/12-10/20/12	4	:30	7P- Jerome Bettis 7-730P							1		1	\$675.00	\$675.00	Pittsburgh (WPXI)	BETTIS 7-730P/23	10/15/12

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